

Message Text

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VIENNA FOR VONTILLIUS

E.O. 11652: N/A
TAGS: BEXP, BU
SUBJECT: PLOVDIV FAIR '78

REF: USDOC 01047

1. E/C OFFICER MET WITH PLOVDIV FAIR AUTHORITIES TO DISCUSS LOCATION FOR US PAVILION AT THIS YEAR'S FAIR. OF THE POSSIBLE SITES, EMB RECOMMENDS BLDG 19. (MAP OF FAIRGROUNDS AND BLUEPRINT OF BLDG HAS BEEN POUCHED BEWT.) OTHER SITES OFFERED WERE PART OF FAR CORNER IN BLDG 34 (WHICH WILL HOLD BRITISH AND SWISS EXHIBITS) OR PART OF BLDG 23 (WHICH WILL HOLD LARGE PRC EXHIBIT AND POSSIBLY FRENCH ALONG WITH INDIVIDUAL PARTICIPANTS). BLDG 24 IS STILL AVAILABLE.

2. LAST YEAR BLDG 19 HOUSED ITALIAN EXHIBIT, AND IS IN GOOD LOCATION AT SAME END, BUT OPPOSITE SIDE, OF FAIR- GROUND AS BLDG 24. LARGE GRASSY AREA IN FRONT OF BLDG WILL PERMIT OUTSIDE EXHIBITS. BLDG IS APPROXIMATELY 800 SQ METERS (12 BY 66), BUT AUTHORITIES ARE WILLING TO LEASE 600 SQ METERS FOR OUR USE. REMAINING SPACE WILL BE USED FOR STORAGE OR INDIVIDUALLY PARTICIPATING FIRMS.
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FAIR AUTHORITIES PROMISED TO HOLD SITE FOR 30 DAYS, BUT MUST KNOW OUR FIRM INTENTIONS. ASSUMING SITE ACCEPTABLE TO USDOC, PLEASE PROVIDE FISCAL DATA SO THAT EMB CAN SIGN FULL CONTRACT AND MAKE 50 PER CENT DOWN PAYMENT. RENTAL RATES FOR EXHIBITION AREAS ARE UNCHANGED FROM LAST YEAR, I.E., 21 LEV PER SQ METER OF GROSS INDOOR SPACE AND 12 LEV PER SQ METER OUTDOOR SPACE.

3. NATIONAL PARTICIPATION AT PLOVDIV WILL INCREASE THIS YEAR, AT LEAST IN TERMS OF RENTED AREA. FRG, FOR EXAMPLE, IS SEEKING ADDITIONAL SPACE IN GREEK BLDG; ITALIANS AND FRENCH BOTH WANT THE LARGE SITE WHICH HOUSED FRENCH LAST YEAR. IN ADDITION, PRC, AFTER BEING ABSENT IN 1977, WILL OCCUPY ALMOST HALF OF BLDG 23, THE "INTERNATIONAL" PAVILION. THIS WILL REDUCE SPACE AVAILABLE FOR INDEPENDENTLY EXHIBITING FIRMS IN FAVOR OF NATIONAL PAVILION CONCEPT AND CONSEQUENTLY SHOULD FACILITATE RECRUITMENT FOR OUR PAVILION.

4. RECRUITMENT LEADS: A) OPTRONICS INTERNATIONAL SALES, BERT HEINZ, MARKETING MGR, 7 STUART RD, CHELMSFORD, MASS 01824; B) BURROUGHS CORP, E.S. MCCOLLISTER, DIRECTOR MARKET DEVELOPMENT, BURROUGHS PLACE, DETROIT, MICC 48232. BOTH FIRMS HAVE CONTACTED FAIR AUTHORITIES REGARDING PARTICIPATION AT SPECIALIZED PLOVDIV FAIR IN JUNE.

5. FOR VIENNA: SUGGEST FOLLOWING CONTACTS: A) IBM ROECE INC, CARIN LANGE, TERRITORY MGR, VIENNA, TEL 52 86 11; B) SPERRY NEW HOLLAND, ALAIN D'ACREMONT, TECHNICAL DIRECTOR, EASTERN EUROPE, ZONE INDUSTRIELLE, B.P. 8, 21600 LONGVIC, FRANCE, TEL (80) 05 03 23. BOTH FIRMS HAVE EXHIBITED SEPARATELY AT PLOVDIV IN THE PAST.; C) MILLIPORE INTERTECH, INC., HERRN ENGR HABOCK, WAAGGASSE 12 - 6A 1040, VIENNA.
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MILLIPORE HAS CONTACTED FAIR AUTHORITIES REGARDING SEPARATE PARTICIPATION, BUT DUE TO SPACE PROBLEMS OUTLINED IN PARA 3, FAIR AUTHORITIES HAVE ASKED THAT WE ATTEMPT TO HAVE MILLIPORE PARTICIPATE IN US PAVILION.; D) UNION CARBIDE EUROPE, GEOFFREY PRICE, PRODUCT DEVELOPMENT AGRICULTURAL CHEMICALS, 5 RUE PEDRO-MEYLAND, 1211 GENEVA 17, TEL (022) 47 44 11. UNION CARBIDE IS TRYING TO BREAK INTO MARKET FOR AG CHEMICALS AND HAS EXPRESSED INTEREST IN RECEIVING ADDITIONAL INFORMATION ON PLOVDIV FAIR.
GARTHOFF

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